

**WHAT IS CLAIMED IS:**

1. A topical oral composition for promoting whole body health in human and other animal subjects, said composition comprising a safe and effective amount of a host-response modulating agent, and a pharmaceutically acceptable oral carrier, wherein said host-response modulating agent is selected from a H2-antagonist; anti-inflammatory agent, metalloproteinase inhibitor, anti-oxidant and modifier of cell redox status, vitamins and nutrients key to maintenance of a host response balance, inhibitor of activation of NF-kB, and mixtures thereof.
2. A method for promoting whole body health in human and other animal subjects, comprising administering to said subjects' oral cavity, a composition according to Claim 1.
3. A method for promoting whole body health in human and other animal subjects according to Claim 2 wherein said composition is in a form selected from a mouthrinse, toothpaste, tooth gel, tooth powder, non-abrasive gel, chewing gum, mouth spray, lozenge, dental implement, and a pet care product.
4. A method for promoting whole body health in human and other animal subjects according to Claim 2, wherein said host-response modulating agent is a H-2 antagonist selected from the group consisting of cimetidine, etintidine, ranitidine, ICIA-5165, tiotidine, ORF-17578, lupitidine, donetidine, famotidine, roxatidine, pifatidine, lamtidine, BL-6548, BMY-25271, zaltidine, nizatidine, mifentidine, BMY-25368 (SKF-94482), BL-6341A, ICI-162846, ramixotidine, Wy-45727, SR-58042, BMY-25405, loxtidine, DA-4634, bisfentidine, sufotidine, ebrotidine, HE-30-256, D-16637, FRG-8813, FRG-8701, impromidine, L-643728, HB-408, and mixtures thereof.
5. A method for promoting whole body health in human and other animal subjects according to Claim 2, wherein said host-response modulating agent is an anti-inflammatory agent selected from the group consisting of aspirin, ketorolac,

flurbiprofen, ibuprofen, naproxen, indomethacin, aspirin, ketoprofen, piroxicam, meclofenamic acid, nordihydroguaiaretic acid, triclosan, and mixtures thereof.

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6. A method for promoting whole body health in human and other animal subjects according to Claim 2, wherein said host-response modulating agent is a cell redox status modifier selected from the group consisting of Co-enzyme Q10, PQQ, Vitamin C, Vitamin E, Vitamin A, epi-gallo catechin gallate, anethole-dithiothione, and mixtures thereof.
7. A method for promoting whole body health in human and other animal subjects, according to Claim 2 wherein said composition administered to said subjects comprises an additional therapeutic active selected from antimicrobial/antiplatelet agents, biofilm inhibiting agents, antibiotics; analgesics and local anesthetic agents; dental desensitizing agents; odor masking agents; and mixtures thereof.

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